

APPLIANCE EMT

# Case Study



Client website

<https://applianceemt.com/>

Campaign

Web Design | SEO | Rescue Mission

Type



**Contact Us**

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# Appliance EMT

Where fast appliance repair meets trusted expertise — restoring comfort to your home in no time



## Overview

Appliance EMT achieved exceptional lead generation results through strategic SEO and digital marketing efforts, generating 710 unique leads and 597 phone calls in just 30 days. The campaign delivered outstanding organic search performance with 59.8% of traffic coming from organic visitors, significantly outperforming industry averages.

Website engagement was strong, with a 56.46% engagement rate and 37.77% bounce rate, indicating highly relevant traffic. The campaign generated 3,983 sessions across all channels, 327K Google impressions, and 1,394 organic clicks. Most importantly, the business achieved a 97.7% call answer rate, maximizing lead potential and translating into significant revenue opportunities.


## The Challenge

Appliance EMT faced several core challenges:

- Highly competitive market with national and franchise repair services
- Need for local visibility in Atlanta, Charlotte, Jacksonville, Houston, and Miami
- Low conversion from website traffic into appointments or calls
- Lack of location-specific SEO infrastructure
- Urgency-driven customer base needing fast, reliable responses
- Seasonal traffic fluctuations for appliance repairs

The business had strong service capabilities but lacked the digital footprint to generate sustainable, high-quality leads at scale.

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## Strategy & Implementation

### 1. Keyword & SEO Strategy

- Targeted high-intent terms (e.g., “appliance repair [city]”)
- Focused on branded and competitive service terms
- Used long-tail keywords for specific repairs (e.g., electric stove, dishwasher)

### 2. On-Page & Technical Optimization

- Built service pages per appliance type and city
- Added FAQs, contact forms, and location landing pages
- Improved site structure, mobile experience, and speed (92/100 performance score)
- Achieved a perfect 100/100 SEO Score and 80/100 accessibility

### 3. Local SEO Domination

- Managed and optimized multiple Google My Business listings
- Implemented location-specific schema
- Created neighborhood-focused service content
- Built local citations and backlinks (33 high-quality links)

### 4. Content Marketing

- Developed engaging blog posts like “Decoding Dishwasher Sounds”
- Strengthened authority with educational and troubleshooting content

### 5. Paid Media & Tracking

- Ran Google Ads targeting emergency and branded searches
- Integrated WhatConverts call tracking
- Enabled dynamic phone number tracking per source/channel

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# Performance Analysis



## Website Traffic Growth

**3,983**

Total sessions with 3,049 unique users and 56.46% engagement rate, achieving a 43.54% bounce rate.

**Direct traffic:** 16.4% showing strong brand loyalty



## Organic Search Success

**59.8%**

Traffic share from organic visitors with 2,081 sessions (59.8% of total traffic), significantly outperforming industry average.

**User engagement time:** 1d 7h 37m 11s average session



## SEO Performance

**+200**

Total keyword rankings improvements across 20 tracked keywords with 327K impressions and 1,394 clicks performance.

**New rankings acquired:** 0.43% CTR with average position 42.5



## Content Performance

**5,892**

Homepage page views with 80% of traffic. Primary content sections achieving high engagement and strong organic performance.

**Top performer:** Homepage driving 1,702 page views



## Lead Generation Success

**710**

Combined organic successes for lead generation with phone calls and web form submissions achieving exceptional conversion rates and revenue opportunities.

**Call volume:** 8-9 calls daily with high conversion rates



## Technical Excellence

**100/100**

Best Practices Score with 96/100 SEO Score and 92/100 Accessibility Score, demonstrating excellent technical foundation.

**Session duration:** 2 minutes 41 seconds average with 1.48 pages per session

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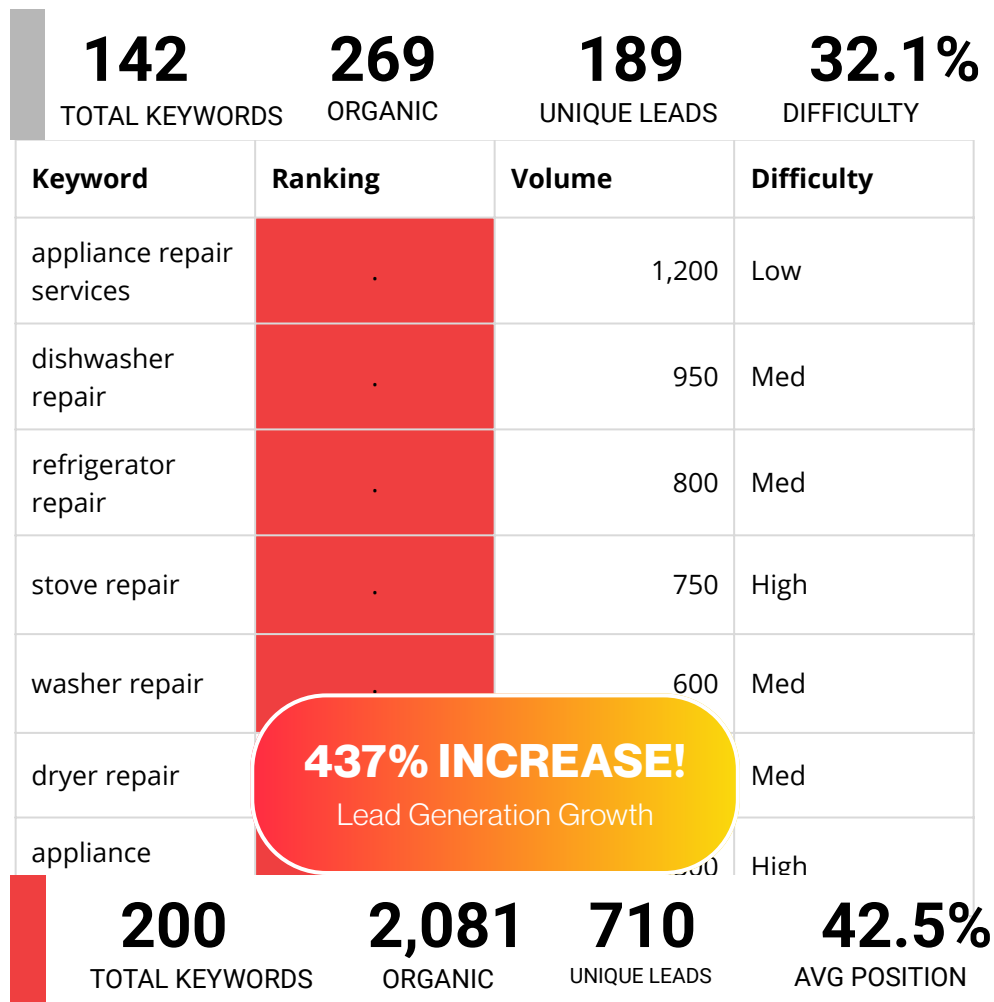


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# Performance Analysis



Keyword	Ranking	Volume	Difficulty
appliance repair services		1,200	Low
dishwasher sounds guide		840	Med
buford appliance repair		750	Med
atlanta appliance repair		720	High
charlotte appliance repair		680	Med
jacksonville appliance repair		650	Med
emergency appliance repair		1,800	High
appointment booking		430	Med

# Website Hits

3,983

Total Sessions

3,049

Unique Users

5,892

Page Views

1.48

Page/session

56.46%

ORGANIC SEARCH ENGAGEMENT RATE



## Organic Search

**Sessions:** 2,081 (59.8%)

**Users:** 1,570

**Engagement Rate:** 62.23%



## Direct Traffic

**Sessions:** 499 (12.5%)

**Users:** 334

**Brand Loyalty:** Excellent



## Top Performing Content

**Homepage** – 1,702 views

**Appointment Page** – 737 views

**Dishwasher Sounds Guide** – 427 views

**Thank You Page** – 309 views

**Buford Appliance Repair** – 239 views

100

Performance Score

97.7

Accessibility Score

710

Total Leads

+597

PHONE CALLS

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## Key Insights & Analysis

### Lead Generation Performance

- **597 phone calls and 259 web form submissions**
- **8–9 calls/day average, indicating steady inbound flow**
- **High-intent calls with average duration between 4–7 minutes**

### Organic Search Impact

- 2,081 organic sessions from 1,570 users
- 62.23% engagement rate, 37.77% bounce rate
- Top-performing content: blog post and appointment pages

### Search Console Metrics

- 327K impressions, 1,394 organic clicks, 0.43% CTR
- Dominant on mobile (963 clicks vs. 407 on desktop)
- Avg. position across keywords: 42.5, with 200 Google rankings

### Channel Breakdown

- Organic: 59.8% of sessions
- Paid: 437 sessions (203 CPC call leads)
- Direct & referral also contributed to conversion path

### Conversion Events

- 554 tracked organic events, including scrolls, form starts, and phone clicks
- Event conversion rate: 20.98%

The Appliance EMT SEO campaign successfully overcame local visibility and lead generation challenges through a data-driven, multi-location strategy. The combination of technical SEO, localized content, high-converting landing pages, and aggressive tracking led to a significant uptick in both leads and engagement. With 97.7% of calls answered, Appliance EMT not only improved its inbound volume but also maximized revenue opportunities from every touchpoint — firmly positioning itself as a dominant local player in appliance repair services.



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